



Executive Career Management Case Study – Jeremy Oughton

Jeremy became a Gold Member of Career Intelligence in December 2012, but took full advantage of the Executive Career Management service in May 2013 after the realisation that the industry he works within doesn't utilise the advertised jobs market as frequently as other industries.

After an initial consultation with Joscelyn, his dedicated Relationship Manager, Jeremy was assigned a CI Career Coach based on the career objectives he wanted to achieve. To take his career move to the next level, Jeremy also activated his Social Media Management Programme. Following his Career Plan below step by step, Jeremy was deservedly offered a position in June after being contacted directly on LinkedIn. Here's how he did it.



CV DEVELOPMENT AND SELECTION

Jeremy's executive coach (EC) worked with him to identify his core competencies and ensure they were given enough importance within his CV. The EC also helped Jeremy tailor his CV to each application he made. This was something he was initially wary of but he allowed his EC to show him the benefits:

"I'm still slightly skeptical of tailoring CVs as I believe no person is perfect for any role – it's more about finding the right 'fit'. However, I heeded Colin's advice and realised I needed to polish up my act at such a competitive time in the jobs market."



EXECUTIVE COACHING

One-to-one coaching sessions were important for Jeremy as it became apparent how he could improve upon how he was being perceived by potential employers.

"Colin helped me come out of myself and look at myself from a different perspective. The coaching helped me recognise how I came across in interviews and become self-critical in a highly competitive jobs market."



ONLINE PRESENCE DEVELOPMENT AND MANAGEMENT

Following an online social media assessment by Career Intelligence, Jeremy was able to understand ways in which he could improve his professional profile and visibility online. This was one of the key elements that stimulated his job hunt:

"CI helped immediately to improve my online visibility and presence using different websites. Views on my LinkedIn profile suddenly increased, which pushed me to utilise it more."

As part of CI's social media management, Jeremy's professional profiles were increased online, ensuring he achieved greater visibility on Google.



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STRATEGIES AND RESEARCH

The CI research team also helped Jeremy to discover key contacts outside of those jobs that were already being advertised. Through in-depth industry and location research, CI uncovered key decision makers and influencers that Jeremy should contact and connect with.

"The research was extremely useful too. I emailed everyone on the list to stimulate conversation and I had responses within 24 hours"



INTERVIEW PREPARATION

Jeremy's EC coach also helped him prepare for interview stage once he had been contacted via LinkedIn for a potential new position.

"After helping me recognise how I came across in interviews, my EC and I discussed ways to improve and I got some useful tips. I definitely felt more confident going into interviews after my discussions with Colin than I previously did."



THE RESULT

Jeremy received a job after he was contacted directly on LinkedIn. This was a culmination of the improvements Jeremy made to his LinkedIn profile and the increased visibility that he received based on the expert feedback and recommendations from Career Intelligence. With the help of his Career Coach, Jeremy managed to face his interview with confidence and awareness of his skills and expertise that he had to portray.

"The whole Career Intelligence experience was a journey of self-actualisation. It really did help me integrate into the market at a more professional level."